

Promote & Pixel Perfection



Catherine Heeg & Steve Trebon
CUSTOMIZED MANAGEMENT SOLUTIONS | 403 726 0171
ADVAIA | (386) 951-5547

Website & Social Strategy 101
September 2020

What's a Pixel?



- The Facebook pixel is a piece of code you place on the backend of your website to track visitors to your site. The pixel allows you to **run highly targeted campaigns**, so it's important to **install it before running Facebook ads**.

<p>Start Here</p> <p>http://bit.ly/FBpixel20</p>	<p>How to Create Your FACEBOOK PIXEL In less</p> <p>CUSTOMIZED MANAGEMENT SOLUTIONS</p> <p>Video Guide</p>
<p>http://bit.ly/FBpixel20</p>	<p>https://youtu.be/jFQbrwPHZeY</p>

<p>Your Strategy</p> <table border="1"> <tr> <td data-bbox="267 1224 423 1423"> <p>Must-Have</p> <ul style="list-style-type: none"> Pixel </td> <td data-bbox="475 1224 631 1423"> <p>Mission: To-Do</p> <ul style="list-style-type: none"> Send Pixel code to Steve </td> </tr> </table> <p>Private Facebook Group: Web & Social Marketing for Advaia Clients</p>	<p>Must-Have</p> <ul style="list-style-type: none"> Pixel 	<p>Mission: To-Do</p> <ul style="list-style-type: none"> Send Pixel code to Steve 	<p>Your Challenge</p> <ul style="list-style-type: none"> • Create your Facebook pixel • Email the pixel code to Steve by Oct 22 • Post 'YES' in the private Facebook group – "Web & Social Marketing for Advaia Clients" <ul style="list-style-type: none"> • Include your email address • Tag @CatherineHeeg or @SteveTrebon • Everyone who posts gets.... <p>Private Facebook Group: Web & Social Marketing for Advaia Clients</p>
<p>Must-Have</p> <ul style="list-style-type: none"> Pixel 	<p>Mission: To-Do</p> <ul style="list-style-type: none"> Send Pixel code to Steve 		

Private Facebook Group: Web & Social Marketing for Advaia Clients

Private Facebook Group: <https://www.facebook.com/groups/2428104907486857>

Go Stress-Free! Let us do the work for you!
Know you need social media? No time? Here's the solution.



Website & Social Strategy 101
September 2020

Don't waste any more time. We're ready to do your social posting for you! Here's what we do for you:
Hot News! We've got video for YOU!

- **Post directly** to your social sites on your behalf
- **Bonus: 1** weekly post directing readers to your **Signature Travel Network branded content**
- **Bonus: 1 weekly short video post** (provided for Advaia Platinum packages)
- **We do the Work!**
 - Research, write, create & post.
 - Posts focus on destinations, hot trends and the newest travel topics.
 - This helps you engage your clients.
- Choose from **6 niche markets** so your clients see what matters
- We post **graphics, quotes and travel tips that we create (now video too!)**
- **You have advance notice** of upcoming **themes** so you can [plan your marketing](#)
- **Save you time!**
- We'll **build or renovate** your Facebook, Twitter, or LinkedIn sites/s
- **NEW! Build or renovate** [Instagram & Pinterest.](#)
- We **post directly** to Facebook and Twitter
- You'll have *peace of mind* knowing you have a [set number of weekly posts.](#)
- You'll have **consistency of posts** that fit **your niche market**
- You also get social marketing **tips and trends**
- [Post directly onto your social sites for YOU.](#)

SIGNATURE
TRAVEL NETWORK



It's [peace of mind for you!](#)

Many tourism pros and industry leaders find they don't have the time or talent to allocate to develop their social media marketing platforms. The fact is that while social media marketing is an indisputable leader in awareness, engagement and opportunity, many don't understand the strategy or the ways to incorporate this key element into their business plan.

Customized Management Solutions can help. Strategy, Design, Implementation, Analysis, Consultation. We'll **build your social sites.** That's not all....we'll also [post directly to your sites for you!](#) All this for a reasonable investment.

Need some help building or tweaking your strategy? We can work together on a **coaching** basis to create or update your marketing strategy and integrate your social & traditional marketing.

Appendix

Video Creation Tools	
<ul style="list-style-type: none"> • Your phone • ShowBox • Magisto • Adobe Spark • Animoto • Flip A Gram • Promo • Biteable • Canva • Animaker • PowToon • Ripl 	<p>Go Live From Desktop</p> <ul style="list-style-type: none"> • BeLive.tv • Streamyard
Pixel Creation	<p>http://bit.ly/FBpixel20 https://youtu.be/jFQbrwPHZeY</p>
Industry Resources	
Social Marketing for travel & tourism pros	<p>Catherine Heeg Customized Management Solutions www.cmsspeaking.com</p>
Web Design	<p>Steve Trebon Advaia www.advaia.com</p>